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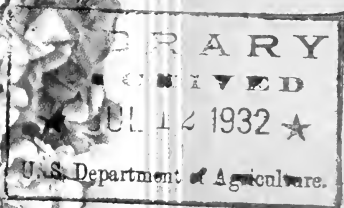
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*Grog Ball*

WEST CHICAGO, ILL.

U.S.A.

1032



"BALL STOCKS"

Non-branching  
High % Doubles  
Long Stiff Stems  
Supremely Valuable

# Geo. J. Ball "BALL Stocks"

(Non-branching)

**T**HROUGH single plant selection in our greenhouses during the past four years we have trued up a strain of non-branching silvery-lilac lavender stocks that we find quite profitable to grow for cutting. We have been shipping it heavily for three years and we know that its value is fixed. For long, stiff stems and flower spikes we are as sure as we can be of the incomparable value of these stocks. A retail grower will always want some of the shorter stemmed branching kind, but for work calling for long, stiff stems and especially for the market grower, our non-branching strain is the last word in fine stocks. When grown close together as they should be, our strain of these stocks will come fully 99% non-branching and with a high percentage of doubles, and are about ten days earlier than even the Bismarcks!

## Awarded Highest Honors Wherever Shown

Awarded the S. A. F. Medal at the Cincinnati National Flower Show; Certificate of Merit at the North American Flower Show, Detroit in 1931; Certificate of Merit from the Chicago Florist Club and the Commercial Flower Growers of Chicago, whose judges reported as follows: "The committee wishes to commend Geo. J. Ball most highly for his splendid new lavender stocks. The specimens displayed were exceptionally stiff-stemmed, very large flowered and beautifully colored."

This non-branching strain of stocks produces seed sparingly and for this reason can not be priced lower. As we go to press with this catalog, seed prospects are favorable and we hope to fill all orders in full beginning about July 20. We find August 1 the earliest date to sow. Complete growing directions are in our "Red Book" and in free cultural bulletins.

Trade packet of fully 1200 seeds \$1.00; 1 oz. \$10.00; 1/4 oz. and 1/2 oz. at ounce rate.

From dealers in our trade packets only.

We reserve the right to limit bulk orders should shortage in our seed crop make it necessary.



**Medal Awarded "Ball Stocks"**  
**S. A. F. National Show, 1931**



# "BALL STOCKS"

(Non-Branching)

## Other Colors

### Ball White

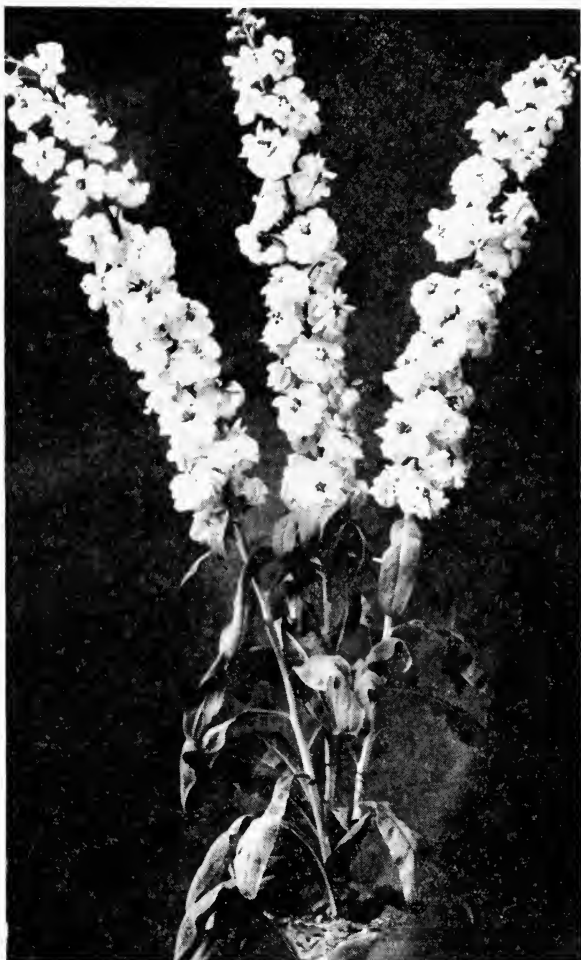
We are highly pleased with this type and color that is very faintly tinged rose. Extra long-stemmed with well set flowers as pictured. Percentage of doubles is not quite so high as our famous Lilac Lavender, but high enough to be profitable. Also it produces one to two breaks from base of flower spike—that is all—and they are easily removed. Requires about two weeks longer to develop than the Lilac Lavender. We recommend this as being very fine.

### Chamois Rose

An attractive cut flower shade of apricot or chamois rose. True non-branching type and ten days to two weeks earlier than our Lilac Lavender, but proportion of doubles is not so high.

### Ruby

A rich, dark ruby red, with much the same habit of Chamois Rose. True non-branching type, and is wanted in limited quantities. All above are priced at: \$1.00 per pkt. of 1200 seeds; \$10.00 per oz. Fraction of ounce at ounce rate.



"Ball White" (Non-branching)

IN growing these stocks use a cool, well ventilated house; 45° or even 40° nights produces fine, hard flowers, though a carnation house temperature gets them in earlier and might be more profitable. Our earliest sowing is made August 1 and planted August 15. In a cold house this flowers in February, or January in a carnation house. We sow during any of the winter months up to March 1. They, of course, develop more rapidly during the longer days of late winter and spring. We plant in rows across the bench, spacing them 7 inches between rows and 3 inches in the row. When 4 or 5 inches high, we remove three or four of the weakest plants from each row. Stocks enjoy a fairly light, clean, fresh soil enriched with some well decayed manure, and after nicely established we apply a light dressing of 5-15-5 fertilizer. For the early planting, narrow raised beds are preferred, because in a wide ground bed they sometimes rot out badly during the dark days of midwinter. And be sure to provide two sets of wire-and-string supports, and—keep down aphids, especially in the start.

*Geo. J. Ball*  


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**Flower Seed Specialties For Florists**  


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**WEST CHICAGO, ILL.**

**T**O assure you that our success with "Ball Stocks" is not due to exceptional conditions, we add a few of many testimonials that have been voluntarily sent to us.

**NEW JERSEY CUT FLOWER & EVERGREEN CO.**

Geo. J. Ball,  
 West Chicago, Ill.  
 Mr. Ball:

Wholesale and Retail  
 West Collingswood, N. J.

Feb. 15, 1932.

We are just done cutting your new Ball's Lavender Stocks from a bench 100x4 feet. The percentage of singles was about 18 per cent. We are sorry they are all gone; this is the best stock we ever grew; sold all the singles at 50c per dozen and doubles at \$1.50 per dozen, wholesale.

You can book my order now for one ounce of same for my next season's lot. I hope you will soon have them in other colors.

Yours very truly,

NEW JERSEY CUT FLOWER & EVERGREEN CO.  
 (Signed) Herman Zimmer

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 Wheaton, Ill.  
 April 30, 1932

Ottawa, Canada  
 March 8, 1932

Mr. George J. Ball,  
 West Chicago, Ill.

Dear Mr. Ball:

The Column Stock originated by you I regard as the very finest contribution you have made to the trade. It is marvelous.

R. Scheffler.

**NOTE: Mr. Scheffler is the largest grower of miscellaneous cut flowers for the Chicago market.**

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**ERIC JOHNSON, INC.**

Wholesale Florists  
 630 So. Wabash Ave.  
 Chicago, Ill.

Feb. 27, 1931

Dear Mr. Ball:

Just a line to tell you the Non-branching Stocks you shipped in this morning were about the finest we have ever seen on this market, and we surely hope that you will continue to grow the same variety as we know it will be profitable for all concerned.

Yours very truly,  
 ERIC JOHNSON, INC.

And a year later Eric writes:

\*\*\* We want you to know about the very favorable comment expressed regarding your new Stocks. Everyone, without exception, is of the same opinion, the finest and most beautiful they have ever seen.

Sincerely yours,  
 (Signed) ERIC JOHNSON

Geo. J. Ball,  
 West Chicago, Ill.

Dear Sir:

"Ball Stocks" gave us a very fine crop for Valentine's Day. Your instructions were followed closely. In every respect they are superior to the Branching type, the longer stems and heavy flower spikes bring a much better price. They mature in shorter time, giving a chance to catch another crop for late spring sales. Next winter we shall grow nothing else in stocks. So far we have had no seed from you which could possibly warrant a complaint.

BEECHWOOD GREENHOUSES.  
 (Signed) R. Frith

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 Portland, Maine  
 February 27, 1931

Mr. Ball:

We must praise your prompt service. It has brought West Chicago nearer to Portland, Me., than New York or Philadelphia and even Boston at times. It has happened that seeds ordered of you were planted and up before arrival of those ordered elsewhere. Seeds delivered in Portland four days after order was sent to you means dispatch.

(Signed) C. S. N.

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 Andrews, Indiana  
 April 14, 1932

\* \* \* never got a package of seed from you yet that failed to please me. Your promptness is a delight to me.

Edgar R. Keefer

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**THE CHICAGO FLOWER GROWERS, INC.**

Wholesale Cut Flowers and Plants  
 733-735 So. Wabash Ave.  
 Chicago, Ill.

Mr. Geo. J. Ball,  
 West Chicago, Ill.

Dear friend George:

It certainly gave me great pleasure to see the number of first prizes awarded your cut flowers.

The one that pleased me particularly was the prize you received on your non-branching Ball Stocks. The judges made absolutely no mistake in this award, as it is without doubt the finest Stocks I have ever seen, and the quality was so good that I feel quite sure the public will enjoy this particular variety of flower more so than they ever have in the past.

It makes me feel very good to know that we have such good quality to offer our customers, and also that you are one of our good shippers.

With kindest regards,

Yours truly,

THE CHICAGO FLOWER GROWERS, INC.  
 (Signed) Paul R. Klingsporn

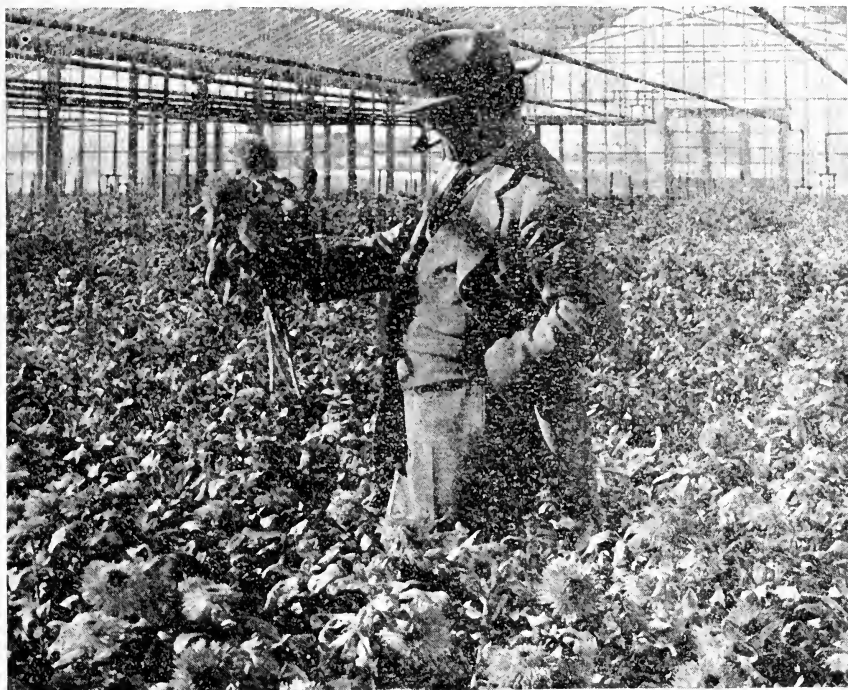
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## New BALL Calendula "Masterpiece"

THROUGH the same selection process we have used in evolving our entire line of Ball Calendula we have produced this

### Long-Stemmed Orange with Dark Center

that we offer this season. The growth and stems are outstandingly strong, and the color combination, brown and orange, is enlivening. We feel very sure that this variety will head our famous calendula family, for the rich orange color represents the most popular commercial one. And again we quote: "When better calendula are to be had, we will have them." **No advance in price**, but we regret that we have but a limited amount of seed for this season and can offer "Masterpiece" in  $\frac{1}{4}$  oz. packets only, \$1.00 per pkt. Ready about July 15.



A house of our new brown-centered orange calendula "Masterpiece" at Ball Gardens, West Chicago, Ill.

It might be of interest to note that the growth we get in calendula and most small crops is not quite so sturdy in these high modern houses as in our smaller low ones at Glen Ellyn. The plants seem too far from the glass, which prevents the strong, close-jointed growth necessary for large, hard flowers and stiff stems. But these big houses are fine for peas. We shall be glad to have you come out and look them over sometime. They are supplied with modern labor-saving equipment that might interest you.

## When Calendulas are Profitable

IT rarely happens that December and especially January fail to develop some shortage in cut flowers. This is the season when greenhouse production is at lowest ebb. These are the logical months to be in full crop with calendula. And nothing is easier. In our latitude August 1 is a safe sowing date for that fine December-January crop. We plant the seedlings indoors about September 1.

### A Few Details

We find it very much better to make our early sowing in an outdoor frame. Calendula are susceptible to the same form of "yellows" that afflicts asters. It shows up indoors after the plants are well started and, like asters, is entirely prevented by covering the outdoor seed bed close with cloth. The watering can be done through the cloth. We occasionally receive complaints about calendula producing single flowers. Ball calendula produce perfectly double flowers under normally favorable conditions. All full petaled flowers tend to single out if their growth is in any way interfered with. If grown too warm—which is often the case—or allowed to become too dry on a raised bed, or if their rank growth is starved, or the life drawn out by aphids, the check is reflected by single flowers. After a heavy crop is cut off, the growth becomes out of balance; for this reason the stragglers that finish a crop are usually single. With the coming of summer conditions, which are highly uncomfortable for calendula, the petals sometimes thin down to a single row, resuming their full to the center doubleness with the coming of fall temperatures. We feel pleased in our accomplishment with calendula and we are just as careful in maintaining our well known strains as we are interested in developing improvements.



House of Well Grown Ball Gold Calendula at Glen Ellyn, Ill.

The "Ball Red Book" furnishes the latest detailed information on the growing of all the leading miscellaneous cut flower crops, including calendula. Mailed for its cost—20c.



## "All the Best" Calendula

THE following varieties are distinctive and for those who are not familiar with them, they are listed in the order of their cut flower value.

**Ball's Masterpiece (New).** Full deep orange with brown center. Extra long-stemmed and vigorous growth. Sold this season in ¼ oz. packets only.

**Ball's Long Orange.** The standard long-stemmed orange with light center.

**Ball's Gold.** Extra long-stemmed, golden yellow; large and richly colored, light center.

**Ball's Lemon Queen.** Bright yellow with an attractive rich brown center.

**Ball's Sensation.** An extra long-stemmed orange with light center. The preferred orange with some growers.

**Ball's Supreme.** A light shade of orange with a richly contrasting brown center. Not extra long-stemmed or large, but freer-flowering than any of the above. A good commercial cut flower variety.

**Ball's Apricot.** Rich straw or apricot color with a finely contrasting brown center. Same habit as Supreme, from which it is a selection. A limited amount of this is valuable for any cut flower business.

**Ball's White.** An attractive creamy white with a dark brown center. Not quite so long-stemmed as Apricot, from which it is a selection.

**PRICES ON ALL THE ABOVE BALL CALENDULA:** Tr. Pkt., 50c; ¼ oz., \$1.00; ½ oz., \$1.75; 1 oz., \$3.00; 2 oz., \$5.00; 4 oz., \$8.50; 1 lb. \$30.00.

**NOTE:** Unit price on weight will apply to two or more varieties on same order. For instance, on ¼ oz. each of two varieties the ½ oz. price or \$1.75 applies.

**BALL'S CALENDULA MIXTURE.** For the retail grower whose planting is limited and who requires some of all colors in Ball Calendula, we have prepared a mixture of all the above varieties except Masterpiece. This mixture is proportioned according to the cut flower value of all colors and includes about one-half orange.

**PRICES ON MIXTURE:** Tr. Pkt., 30c; ¼ oz., 75c; ½ oz., \$1.25; 1 oz., \$2.00; 2 oz., \$3.75; 1 lb., \$25.00.

**Radio.** Bright orange color with quilled petal effect. Not a "Ball" calendula type of growth and is too short stemmed for cutting, but distinctly valuable for bedding.

**Orange King.** This is a dark centered deep orange, not long enough stemmed for cut flower purposes, but valuable for outdoor planting.

**Lemon Queen.** Light or lemon-yellow and of value for outdoor work.

**PRICES on Radio, Orange King and Lemon Queen:** Tr. Pkt., 25c; ½ oz., 60c; 1 oz., \$1.00; 2 oz., \$1.75; 1 lb., \$10.00.

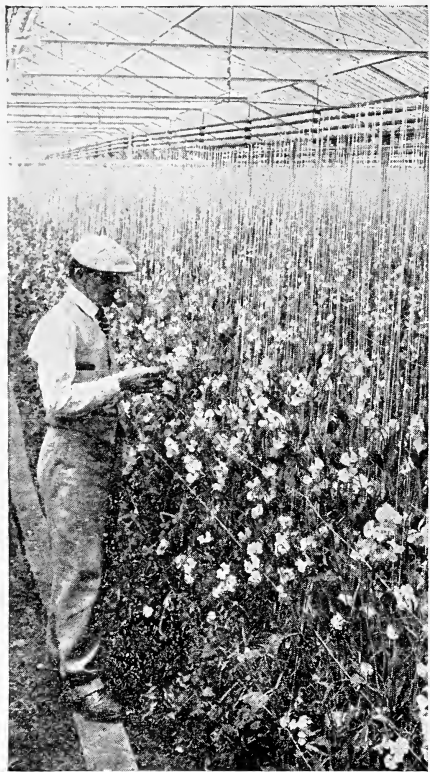
The following kind are distinctly dwarf and small flowering; useful for bedding.

**Nankeen.** Cream shaded apricot and pink. **PRICE:** ¼ oz., 25c; 1 oz., 75c.

**Trianon.** Yellow striped orange; dark center. **PRICE:** ¼ oz., 25c; 1 oz., 75c.



Ball Lemon Queen (Dark Center).



## Early Peas Pay

**I**F—grown successfully. The limiting factor usually is soil diseases that rot away the roots which are particularly sensitive to such disturbance. When the growth seems lifeless, the chances are your soil is very much alive with harmful fungus and should have been changed or sterilized before planting. Early peas will make a wonderful growth if unchecked. Their profit seems to be largely in proportion to the freshness of a well drained soil.

### Some Other Points

For the early planted winter crop a light, fully exposed bench is necessary; the growth tends to become thin and weak during midwinter unless fully exposed to light from all sides and sun. Throughout the middle states early peas are started at any time after July 1 and throughout the winter up to March 1. For winter flowering they should not be sown later than August 1; even at this date the growth will not enter the dark months as well hardened as it should be to prevent

bud drop; a month earlier makes considerable difference in this respect. When sown in September after asters we carry them through November and December quite cool. This sowing and treatment produce show flowers later, and a real Easter crop; planting after early mums will sometimes do the same. A February planting will produce freely during May and June, but not on long stems, for the growth hasn't enjoyed enough cool temperature.

A great deal of perfectly good fresh sweet pea seed is lost in sowing. This happens through being attacked by rot in old and sometimes fresh soil. Seed of white-seeded varieties are especially thin coated and weak in resisting rot. The variety Aurora, not entirely white-seeded, is the weakest of all; most of the lavenders are rather soft coated too. If seed with this weak character is sown in fairly moist soil and not watered until it germinates, usually very little will be lost. Sometimes weather conditions in the seed fields are such that sweet pea seed develops a very hard outer coating and might lie in the ground a month before moisture penetrates to wake up the germ. Such seed is usually quite dark colored and if soaked 48 hours and the outer coating of the unswelled ones chipped with a knife or file they will come promptly. Semesan or formaldehyde dust used with peas or any seed will prevent soil rot and we find it distinctly valuable for this purpose. Our book "Better Sweet Peas" furnishes complete and detailed information on the management of this crop. With any \$5.00 order for seed we will enclose this book for the special price of \$1.00 additional. Regular price \$1.75 postpaid.

## The 12 Best Early Peas for Season '32-'33

THE importance of suitable varieties is second only to good, clean soil. Our information on this point comes from our greenhouses as well as the experience of other growers. All on this list are outstanding market colors, and in the extra long-stemmed class except Ball Orange. Every lot of seed we send out is carefully checked for germination.

**Ball Rose Improved** The stock we are sending out this season is the selection we sent out for trials as "V." This is a clear improvement in stem, and clear deep rose color. Also the growth is heavier and somewhat taller. Our records show that it produces 18% more flowers than the regular strain of this variety.

1/2 oz., 30c; 1 oz., 50c; 4 oz., \$1.75; 1/2 lb., \$3.25; 1 lb., \$6.00.

**Ball Rose** Originated by us and introduced in 1926, this variety has since been the standard deep rose-pink—a bright, sparkling shade.

1/2 oz., 30; 1 oz., 50c; 4 oz., \$1.50; 1/2 lb., \$2.75; 1 lb., \$5.00.

**Jeanne Mamitsch** This is a standard rose-pink, with a vigorous growth and free-flowering habit. Exceptionally long-stemmed.

1/2 oz., 30c; 1 oz., 50c; 4 oz., \$1.50; 1/2 lb., \$3.00; 1 lb., \$5.50.

**Laddie** We are finding this a very fine, bright, clear rose and the first in this particular shade that is really long-stemmed. It can well be called a long-stemmed Giant Rose. Growth is especially vigorous and free-flowering.

1/2 oz., 35c; 1 oz., 60c; 4 oz., \$2.25; 1 lb., \$7.00.

**Harmony** The standard long-stemmed, large, clear lavender.

1/2 oz., 30c; 1 oz., 50c; 4 oz., \$1.50; 1/2 lb., \$2.75; 1 lb., \$5.00.

**Early Vogue** An exceptionally free-flowering lavender with a bluish cast that adds a decidedly attractive touch.

1/2 oz., 35c; 1 oz., 60; 4 oz., \$2.25; 1/2 lb., \$4.00; 1 lb., \$7.00.

**Mrs. Hoover** An attractively bright shade of blue with very little of the dark shading found in Blue Bird that it resembles in habit. The longest-stemmed blue, and must have plenty of headroom.

1/2 oz., 30c; 1 oz., 50c; 4 oz., \$1.50; 1/2 lb., \$3.00; 1 lb., \$5.50.

**Ball's Blue** This is a clear, even blue, entirely free of dark shading. Exceptionally free-flowering and medium tall.

1/2 oz., 30c; 1 oz., 50c; 4 oz., \$1.50; 1/2 lb., \$2.75; 1 lb., \$5.00.

**White Harmony** The standard black-seeded white; long-stemmed large, and of vigorous growth.

1/2 oz., 35c; 1 oz., 60c; 4 oz., \$1.75; 1/2 lb., \$3.50; 1 lb., \$6.50.

**Hope** A large, well formed, pure white, and black-seeded. In a bench of each the past season we found Hope to be 15% more productive than White Harmony.

1/2 oz., 40c; 1 oz., 75c; 4 oz., \$2.75; 1/2 lb., \$5.00; 1 lb., \$8.00.

**Ball Orange** A comparison of all early-flowering orange varieties will prove "BALL ORANGE" to be the clearest deep all orange. Like all varieties in this color, the stems are not long. Awarded a Gold Medal by the Society of American Florists.

1/2 oz., 35c; 1 oz., 60c; 4 oz., \$2.25; 1/2 lb., \$4.00; 1 lb., \$7.00.

**Early Pride** A rich glowing, fiery cerise or cherry-red with extra long, graceful stems; very vigorous growth. One of our standard commercial kinds, especially valuable for spring flowering.

1/2 oz., 40c; 1 oz., 75c; 4 oz., \$3.00; 1/2 lb., \$5.50; 1 lb., \$10.00.

Write for special quotations on larger quantities.

### NEW WINTER SWEET PEA "FRAGRANCE".

From Wm. Macdonald Seed Company, originators of Laddie and Hope. Frangrance is described by them as a richly colored lilac-lavender with enough rose to brighten the bunched effect. Long-stemmed and heavily fragrant. Tr. Pkt., 50c; 1 oz., \$1.00.

For our complete list turn the page.



A Field of Our Early-flowering Sweet Peas for Seed.

## “All the Best” Standard Winter Peas

WE well appreciate the practical importance of this list and where better ones are suggested we are very certain that it will apply to any growing or climatic conditions.

### PINK SHADES

	1/2 oz.	1 oz.	4 oz.	1 lb.
Columbia. Pink and white bicolor.....	\$0.25	\$0.50	\$1.50	\$5.00
Ball Rose Improved. See page 7.....	.30	.50	1.75	6.00
Ball Rose. The finest rich deep rose.....	.30	.50	1.50	5.00
Ball Rose Queen. Extra long-stemmed rose-pink.....	.30	.50	1.50	5.50
Zvolanek's Rose. Laddie is much better.....	.30	.50	1.50	5.00
Jeanne Mamitsch. Long-stemmed rose.....	.30	.50	1.50	5.50
Louise Gude. Laddie is far better.....	.25	.40	1.40	4.50
Superior Pink. Deep rose; Ball Rose is superior.....	.30	.50	1.50	5.00
Pink Profusion. Rose-pink.....	.30	.50	1.50	5.00
Mrs. Holscher. Very good rose-pink.....	.30	.50	1.50	5.50
Springsong. Large, rich salmon-pink.....	.30	.50	1.50	5.50
Mrs. Calvin Coolidge. Salmon-pink.....	.25	.50	1.50	5.00
Fascination. Attractive cream-pink.....	.40	.75	3.00	10.00
Pink Cherokee. Cream-pink; Fascination is better.....	.25	.40	1.40	4.50
Majestic Rose. Rose-pink.....	.40	.75	2.50	8.00
Giant Rose. Well named.....	.25	.50	1.50	5.50
Fair Maid. Light pink.....	.25	.40	1.50	5.00
Laddie. See page 7.....	.35	.60	2.25	7.00

### LAVENDER

Early Vogue. See page 7.....	.35	.60	2.25	7.00
Harmony. See page 7.....	.30	.50	1.50	5.00
Lavender King. A good lavender.....	.25	.50	1.50	5.00
Sweet Lavender. Rather dwarf growth.....	.25	.50	1.50	5.00
Heather Bell. Rosy lavender.....	.25	.50	1.50	5.00

### BLUE

Ball's Blue. See page 7.....	.30	.50	1.50	5.00
Mrs. Hoover. See page 7.....	.30	.50	1.50	5.50
Blue Bird. Mrs. Hoover is better.....	.30	.50	1.50	5.00
Blue Jacket. Dark blue.....	.30	.50	1.50	5.00
Indigo Blue. Dark shade.....	.30	.50	1.50	5.50
Mrs. Harding. Silvery blue.....	.25	.40	1.40	4.50
Silver Blue. Rather pale.....	.25	.40	1.40	4.50
Blue Bonnet. Ball's Blue is better.....	.30	.50	1.75	6.00
Marine Blue. Large; not long-stemmed.....	.30	.50	1.50	5.50

## Standard Winter Peas (Continued)

	½ oz.	1 oz.	4 oz.	1 lb.
<b>WHITE</b>				
White Harmony. See page 7.....	\$0.35	\$0.60	\$1.75	\$6.50
Hope. See page 7.....	.40	.75	2.75	8.00
Snowstorm. Prefer above black-seeded kind.....	.30	.50	1.50	5.00
White Star. Hope is clearer color.....	.25	.40	1.40	4.50
<b>ORANGE AND SALMON</b>				
Ball Orange. See page 7.....	.35	.60	2.25	7.00
Burpee's Orange. Lighter shade.....	.30	.50	1.75	6.00
Mrs. Kerr. Salmon.....	.30	.50	1.50	5.50
Eldorado. Light orange.....	.30	.50	1.50	5.50
Torch. Salmon-orange.....	.30	.50	1.50	5.50
Valencia. A good orange.....	.40	.75	2.25	7.00
<b>SCARLET AND CERISE</b>				
Early Bright Light. Vivid orange-scarlet.....	.30	.50	1.75	5.50
Vulcan. Prefer Early Bright Light.....	.30	.50	1.50	5.00
Grenadier. Poppy-scarlet.....	.30	.50	1.75	5.50
Gorgeous. Cerise.....	.30	.50	1.50	5.00
Flamingo. Orange-salmon.....	.30	.50	1.50	5.00
Glitters. Early Pride much better.....	.30	.50	1.50	5.00
Sunray. Light cerise.....	.25	.50	1.50	5.50
Early Pride. See page 7.....	.40	.75	3.00	10.00
Red Bird. Crimson-red.....	.40	.75	3.00	10.00
Miss Spokane. Bright red.....	.30	.50	1.50	5.00
Maroon Prince. Dark maroon.....	.30	.50	1.75	6.00
<b>MISCELLANEOUS</b>				
Chevalier. Dark rose.....	.30	.50	1.50	5.00
Aurora. Carmine flaked.....	.30	.50	1.50	5.00
Meadow Lark. Cream.....	.30	.50	1.50	5.00
Yarrowa.....	.25	.40	1.40	4.50
"ALL THE BEST" MIXTURE. This is a combination of all the best standard varieties with a good proportion of the lighter and pink shades that are preferred for retail work.....				
	.25	.50	1.50	5.00

Write for special quotations on larger quantities.

## Late or Summer-Flowering Peas

WITH the early-flowering kinds planted after mums or later, we use this late type, spacing individual plants 6 to 8 inches apart in the row with the earlies. They branch freely at the base, not getting up until the earlies have given out, after which these strong growing late kinds produce heavily well through June. Also used largely for late fall sowing, especially in the southern states. The following are the twelve choicest cut flower varieties:

	½ oz.	1 oz.	4 oz.	1 lb.
<b>PINKIE.</b> Finest commercial pink.....	\$0.20	\$0.30	\$1.00	\$2.50
<b>HEBE.</b> A standard rose-pink.....	.15	.25	.75	2.25
<b>MISS CALIFORNIA.</b> Large salmon rose-pink.....	.15	.25	.75	2.25
<b>MAGNET.</b> The finest rich salmon-pink.....	.20	.30	1.00	2.25
<b>HERO.</b> A large rich cerise.....	.20	.30	1.00	3.00
<b>CONSTANCE HINTON.</b> The best black-seeded white.....	.15	.25	.75	2.25
<b>AVALANCHE.</b> White-seeded white and the best.....	.15	.25	.75	2.50
<b>POWERSCOURT.</b> Finest lilac-lavender.....	.10	.20	.65	2.00
<b>AUSTIN FREDERICK IMPROVED.</b> Rosy lavender.....	.10	.20	.65	2.00
<b>GLENEAGLES.</b> Fine light lavender.....	.15	.25	.75	2.50
<b>BLUE BIRD.</b> Finest clear blue.....	.15	.25	.75	2.25
<b>CAMPFIRE.</b> Sunproof deep scarlet.....	.15	.25	.75	2.50
"ALL THE BEST" MIXTURE. Choicest colors most wanted				
10 lbs., \$14.00.....	.10	.20	.65	1.60

NOTE: Clear orange or salmon colors will burn hopelessly in outdoor sun and are not listed for that reason. LATE-FLOWERING varieties in 5-lb. lots at a discount of 20% from pound prices; ½ lb. at pound rates on all early or late-flowering varieties, except those listed on page 7. All prices are figured to cover postage and insurance.

## Snapdragons for This Winter

NO matter how business is or whether we grow for market or retail, we must have winter snaps; and usually during late December, January and February the returns on them are quite all right, for their popularity is increasing. To hit these months, sow about July 1, plant on raised benches about September 1 or when plants need shifting, and top when about 8 inches high. We space Cheviot Maid type of growth 8x8 inches and Rose Queen and Afterglow 8x10 inches. For midwinter we depend largely on these varieties.

A very important character in winter Snapdragons is early-flowering, a point that seems to have been overlooked in some recent introductions. The most nearly ideal early type is Cheviot Maid and Cheviot Maid Supreme. We find the same early habit in Sun-Tan, a break from Cheviot Maid. With us Rose Queen and Afterglow are about two weeks later, but decidedly superior in depth of color and length of stem—very fine, both of them, and not easily improved upon. Ceylon Court remains the best we know of in yellows, and White Rock holds out for white. According to our experience and that of most growers, the above varieties are the best available.



Snapdragons for seed at our West Chicago greenhouses. It seems perfectly clear that "Snaps" cross more or less in seed fields by insects and wind. To avoid this we grow our valuable forcing varieties in our greenhouses and never more than one variety in a house.

### "All the Best" Winter Snapdragons

We believe the following are the ten best varieties.

Tr. Pkt. 3 Pkts. 5 Pkts.

**Rose Queen.** According to our experience this variety should head the list. Rich, deep rose, long-stemmed, vigorous growth, with an ideal placement of flowers on the stem; two to three weeks later getting into flower than Cheviot Maid, but true winter-flowering.... **\$1.50 \$4.00 \$6.25**

**Cheviot Maid Supreme.** In length of stem and flower spike as well as brilliance of color this new variety is a distinct improvement on the original Cheviot Maid. We believe this is Mr. Volz' supreme achievement in snapdragons..... **7 pkts., \$8.50 1.50 4.00 6.25**

**Cheviot Maid, Yoder Strain.** This is a special selection made by Yoder Bros., of Barberton, O., for their own growing and we feel fortunate in being able to offer a limited amount of this strain. Our trials show it to be a shade lighter and more attractive than Cheviot Maid Supreme. Uniformly true to color and long-stemmed **1.50 4.25 6.50**

## "All the Best" Winter Snapdragons (Continued)

Tr. Pkt. 3 Pkts. 5 Pkts.

<b>Cheviot Maid.</b> Original stock; early and free-flowering. The most popular of the true winter-flowering American snapdragons.....	\$1.00	\$2.50	\$3.50
<b>Jennie Schneider.</b> A choice, soft rose-pink, large-flowered and long-stemmed. For early flowering in our latitude this variety must be sown in May and grown on raised beds. A particularly pleasing shade to plant after mums for spring flowering.....	1.00	2.50	3.75
<b>Afterglow.</b> Rich golden orange with growth and habit of Rose Queen of which it is a break. For this reason a few Rose Queen will show up in it and a few Afterglow in Rose Queen. Two to three weeks later getting into flower than Sun-Tan, but a richer color and generally preferred.....	1.50	4.00	6.25
<b>Sun-Tan.</b> A break from Cheviot Maid and has the same valuable early and free-flowering habit; color a bit lighter than Afterglow and varies a trifle from light to dark. Preferred by some growers for its free and very early winter-flowering habit.....	1.50	4.00	6.25
<b>Roman Gold.</b> Bronze or light coppery yellow. Distinctly lighter effect than above two and quite generally well liked. Flowers not as closely spaced on the stem as some varieties, but this greater spread adds some to its bunched effect.....	1.00	2.50	3.75
<b>Ceylon Court.</b> The best early or strictly winter-flowering yellow available .....	1.00	2.50	3.75
<b>White Rock.</b> The best early-flowering white available and we watch all newcomers in this color.....	1.00	2.50	4.00

**New Cincinnati (Witterstaetter).** Is a highly attractive shade of rose-pink, long-stemmed, well placed flowers on stems and a heavy grower. Received a silver medal at the National Show. Tr. Pkt., \$2.00; 3 Pkts., \$5.00.

If interested in larger quantities than quoted, write us for special quotations. If better varieties than the above ten are available we should like very much to know about them.

There is a more limited demand for the following, though most of them are very good.

	Tr. Pkt.	3 Pkts.	5 Pkts.
<b>Happiness.</b> Light rose-pink; fine stems.....	\$1.00	\$2.50	\$4.00
<b>Golden Pink Queen</b> .....	1.00	2.50	3.75
<b>Improved Sunburst.</b> Sunburst-rose color.....	1.00	2.50	4.00
<b>Helen.</b> Salmon-rose .....	1.00	2.50	4.00
<b>Laura.</b> Deep rose, not tall.....	1.00	2.50	4.00
<b>Geneva Pink.</b> Cheviot Maid Supreme better.....	1.00	2.50	4.00
<b>Philadelphia Pink.</b> Cheviot Maid Supreme better.....	1.00	2.50	4.00
<b>Chapman's Pink.</b> Deep rose-pink.....	1.00	2.50	4.00
<b>Orlando.</b> A standard bronze.....	1.00	2.50	4.00
<b>Mohr's Pink.</b> Deep rose-pink.....	1.00	2.50	4.00
<b>Judd's Dark Pink.</b> Deep rose-pink.....	1.00	2.50	4.00
<b>Judd's Light Pink.</b> Apple blossom-pink.....	1.00	2.50	4.00
<b>Penn Orange.</b> Sun-Tan or Afterglow better.....	1.00	2.50	4.00
<b>Silver Pink.</b> As named.....	1.00	2.50	4.00
<b>Keystone.</b> Fairly deep shade of pink.....	.50	1.25	2.00

We can also supply last season's novelties, **Winter King**, **Sunshine** and **Claudespy** at \$2.00 per pkt.  
**Florists' Mixture.** This contains some yellow, white and orange, but fully half is made up of the choicest shade of deep rose-pink. We suggest this as an ideal mixture where some of all colors are wanted in limited amount..... Liberal Tr. Pkt. .75      2.00      3.00

### Standard Varieties for Outdoor Planting.

**Golden Queen.** Very fine yellow.  
**Climax.** Bronze-orange, not tall.  
**Empress.** Velvety crimson.  
**Fawn.** Terra cotta, not tall.  
**Harmony.** Terra cotta pink.  
**Orchid.** Mauve-pink.  
**Gloria.** A good pink.  
**"Standard" Mixture.**

**Majestic Twilight.**  
**Majestic Golden Dawn.**  
**Majestic Orange King.**

Priced: 50c per pkt.; 3 pkts., \$1.25.

### MAXIMUM TYPE. Extra strong growers.

**Canary Bird.** Light yellow; Golden Queen is better.  
**Cattleya.** Mauve-pink, same as Orchid.  
**Copper King.**  
**Ruby.**  
**Snowflake.**  
**The Rose.** Rose-pink; varies.  
**Maximum Mixture.**

All are priced at: Pkt., 25c; ¼ oz., 50c.

Above priced at: Pkt., 35c; ¼ oz., 60c.





## BRANCHING TYPE

FOR either the wholesale or retail grower a bench of good stocks will pay. Stem rot sometimes destroys them in spots. When this happens, remove the soil in such spots to a depth of 3 to 4 inches and replace with fresh. Stocks will stand considerable balanced fertilizer and they enjoy a night temperature of 45° that can gradually be increased to 50° as they show buds. For market we prefer the close planting single stem method of growing, though many growers successfully use the liberal spacing plan, topping when 6 to 8 inches tall and carrying up the side breaks. The chapter on stocks that you will find in our "Ball Red Book" might be of further cultural interest.



**Branching Stocks for Mothers' Day in our Greenhouses at West Chicago, Ill.**

**IMPROVED BISMARCKS.** A trifle earlier than the Nice or Perpetuals and not inclined to branch so freely, making them more suitable for our close planting method of growing. Generally considered the most valuable group of stocks for cut flowers.

- \*Rose. Fine standard color.
- Flesh. Delicate shade of pink.
- \*Lavender. Fine standard color.
- \*Chamois. Choice market color.
- \*Golden Ball. Clear ivory-yellow.
- \*White. Early clear white.
- Apple Blossom. Light pink.
- \*Lilac. Lilac-lavender.
- Blood Red.

	$\frac{1}{8}$ oz.	$\frac{1}{4}$ oz.	1 oz.
Prices, on above separate colors .....	\$0.50	\$1.00	\$3.00
Mixed, all colors.....	.35	.60	2.25

Royal Purple. Rich deep purple .....	.75	1.25	4.00
Antique Copper. A fine copper-red .....	.75	1.25	4.00
Golden Rose. Light rose...	.75	1.25	4.00

**BEAUTY OF NICE.** For long stems and branching habit this is a fine group and includes some of our choicest kinds.

\*Mont Blanc. Clear, extra early white.  
Almond Blossom. White tinged rose.  
Monte Carlo. Rich canary-yellow.

\*Aurora. Golden buff, fine.  
Belle De Naples. Rich old rose.  
Salmon King. Strong salmon-rose.  
Beauty of Nice. Flesh-pink.  
\*Cote D'Azure. Light or lavender-blue.  
Summer Night. Early purple.  
Carmine Rose (Abundance).

Blood Red.  
Sou. De Monaco. Best crimson, late.  
American Beauty. Deep rose, tends to come  
blind under glass.

*Queen Alexandra. Rosy lilac, fine.	1/8 oz.	1/4 oz.	1 oz.
Prices, separate colors.....	\$0.40	\$0.75	\$2.50
Mixed, all colors.....	.35	.60	2.00

**PERPETUAL BRANCHING** (Giant Perfection). A valuable group that produces fine, long stems and is of strong branching habit.

\*Rose. A clear even shade.  
Sapphire. Violet or dark lavender.  
\*May Queen. Lavender or pale blue.  
Snowdrift. Fine clear white.  
Princess Alice. Early white.  
La France. Blush, nearly white.  
\*Heatham Beauty. Terra cotta rose, very fine.  
\*Empress Augusta Victoria. Silver-lilac and very fine.  
Brilliant. Blood-red, not a standard market color.  
Dark Blue.  
Light Blue.

	1/8 oz.	1/4 oz.	1 oz.
Prices, separate colors.....	\$0.40	\$0.75	\$2.50
Mixed, all colors.....	.35	.60	2.00

## Doubleness in Stocks

Our strains of branching stocks received the highest awards at the Wisley, England, R. H. S. trials. Growers of our strains sometimes tell us they get them double to the extent of 90 %. On the other hand we do get a few complaints on this point. Please remember that the first flowers to open are always single. The factor of chance or "luck" might get a few more singles in one packet of seed than in another, but we are very sure through repeated trials, that our strains of American-grown stocks seed are as dependable as can be produced.

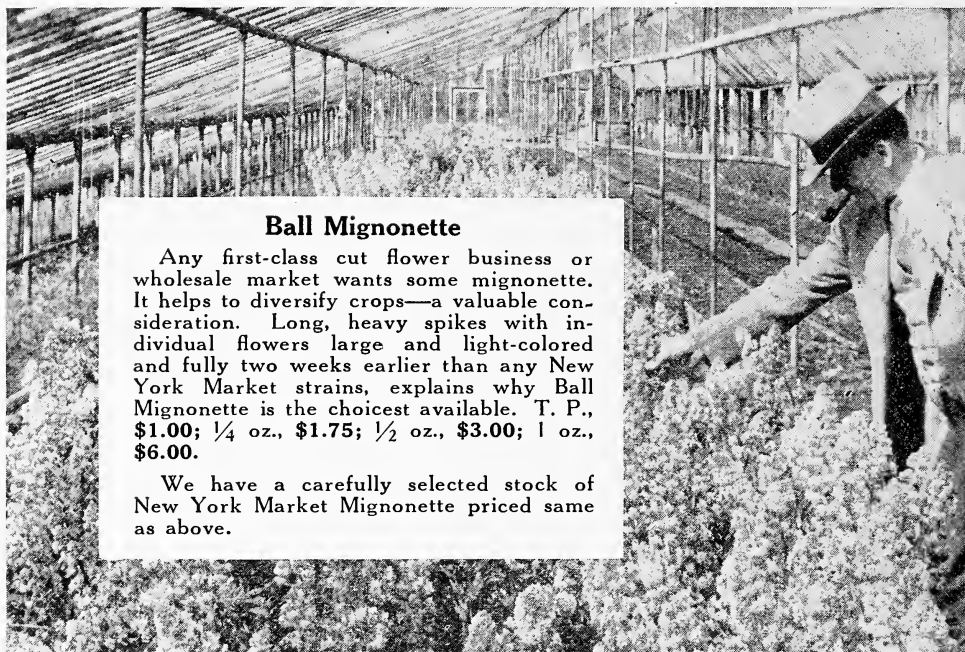
**TEN WEEKS.** This class is of compact branching habit, ideally suited for pot plants or bedding, but not for cut flowers. Produces a high percentage of doubles.

Blood Red.  
Deep Rose.  
Canary Yellow.  
Lavender.  
White.  
Carmine Pink.  
Purple.

"FOLLOW THE STARS." The choicest cut flower colors are starred (\*). These selections are based on our experience and are for growers who are not familiar with them.

	$\frac{1}{8}$ oz.	$\frac{1}{4}$ oz.	1 oz.
Prices, separate colors. ....	\$0.40	\$0.75	\$2.50
Mixed, all colors.....	.35	.60	2.00

**W**E publish a circular that furnishes complete cultural details on the most approved methods of growing stocks. Gladly enclose it if requested. Also our "Ball Red Book" includes a chapter on this crop. Its cost to us and to you is 20c postpaid.



### Ball Mignonette

Any first-class cut flower business or wholesale market wants some mignonette. It helps to diversify crops—a valuable consideration. Long, heavy spikes with individual flowers large and light-colored and fully two weeks earlier than any New York Market strains, explains why Ball Mignonette is the choicest available. T. P., \$1.00; ¼ oz., \$1.75; ½ oz., \$3.00; 1 oz., \$6.00.

We have a carefully selected stock of New York Market Mignonette priced same as above.

## Annual Larkspur

FOR several reasons we do not recommend sowing this crop during the summer months. Under our conditions it does not develop or color up well during fall or early winter, making a poor showing in competition with mums. Also the seed is very difficult to germinate in a high temperature. For a crop to follow mums sow as the weather gets cooler in September; late in this month the new crop of seed is ready. We have a supply of all varieties ready for immediate shipment that has been carried over from last year's harvest in cool storage and in air-tight containers. We shall not mail you seed of any kind that will not germinate, but we cannot be responsible for larkspur seed sown during midsummer. "Follow the Stars" if you want our suggestion for the best market colors.

4 oz. at lb. rate; ½ oz. at oz. rate. Write for quotations on larger quantity.

#### Stocks-flowered or Branching Type:

Miss California (New). Rich deep pink suffused salmon. This is a deep and especially attractive color.

\*Carmine King. Rich carmine-rose, deep enough to be placed between Miss California and Newport Pink. We find this the most attractive shade on the list.

Two above priced at: Tr. Pkt., 25c; 1 oz., \$1.50; 1 lb., \$15.00.

Tr. Pkt. 1 oz. 1 lb.

Exquisite Pink Imp. Clear soft pink.	\$0.25	\$1.00	\$12.00
*Empress Rose. Soft rose, extra vigorous growth	.25	1.00	12.00
*La France. Salmon-pink	.25	.60	8.00
Los Angeles. Rose slightly shaded salmon	.25	1.00	12.00
The Empress. Salmon-rose, base branching habit	.25	.75	10.00

Tr. Pkt. 1 oz. 1 lb.

*Dark Blue	.....	\$0.25	\$0.60	\$ 5.50
*Lilac	.....	.25	.60	5.50
*Sky Blue	.....	.25	.60	5.50
White	.....	.25	.60	5.50
Rosy Scarlet	.....	.25	.60	6.00
White Spire. A superior white, base branching habit	.....	.25	1.25	15.00
Newport Pink. Lustrous carmine.	.....	.25	.50	5.00
Mixture of all colors	.....	.20	.50	4.25

#### Hyacinth-flowered or Single-stem Type:

Tr. Pkt. 1 oz. 1 lb.

*Pink	.....	\$0.25	\$0.80	\$ 8.00
*Dark Blue	.....	.25	.80	8.00
Purple	.....	.25	.80	8.00
White	.....	.25	.80	8.00
Lilac	.....	.25	.80	8.00
Mixture of all colors	.....	.20	.80	8.00

## Florists' Pansies

WE annually devote a 200-ft. bed to trials of pansies from all growers. This enables us to describe with confidence the strains we offer. The germination of every lot we send out was assured positively during June, yet complaints will come in during midsummer when it is most difficult to start this seed. Sow outdoors in a well shaded bed on the ground where moisture is more uniform than in shallow flats. Use a mixture of peat moss and light soil and keep partially shaded until cooler weather relieves them.



Tr. Pkt.   1/4 oz.   1 oz.

<b>Maple Leaf Giants.</b> The largest-flowering strain to be had with a very strong growth that enables them to hold out well into summer .....	\$2.00	\$4.50	\$16.00
<b>Super Swiss Giants.</b> This is a special selection from the regular Swiss Giants. A very choice strain for rich original coloring, size and fine wavy outline.....	1.00	3.50	12.00
<b>Improved Swiss Giants.</b> We consider this the choicest all-purpose strain available for the price. Richly colored, fine size and strong growth.....	1.00	2.00	6.00
<b>Steele's Masterpiece Mixed.</b> We find this a very good mixture of large flowers and well proportioned colors. Originator's seed....	1.00	2.75	10.00
<b>Steele's Miracle Mixed.</b> A good mixture of long-stemmed flowers..	1.00	2.25	8.00
<b>Steele's Greenhouse Special.</b> A popular priced mixture of good colors. Largely used by plant growers.....	.75	1.75	6.00
<b>Ball Giant Mixture.</b> This is a special popular priced mixture intended for both cut flowers and plant growers. Contains a good proportion of extra large long-stemmed flowers.....	.50	1.50	5.00
<b>Golden Queen.</b> A fine strain of golden yellow that can be depended on where this color is wanted for bedding.....	.25	.50	1.75
<b>Lord Beaconsfield.</b> The standard choice blue pansy, largely used for bedding .....	.25	.50	1.75

# Cyclamen Seed

## Binnewies' Strain

AFTER a careful personal inspection of the strains of various German cyclamen specialists, we feel certain that none are superior to those developed by the firm of E. Binnewies. Accordingly we feel perfectly secure in selling you this strain. In common with many other lines, there have been some oversupplies of cyclamen the past season, but as long as beautiful, showy pot plants are popular during the winter months, cyclamen will remain the leading American pot plant. The following varieties cover "All the Best" commercial colors. The seed we are offering is of the present season's harvest, all of it direct from Binnewies, and ready for immediate shipment.

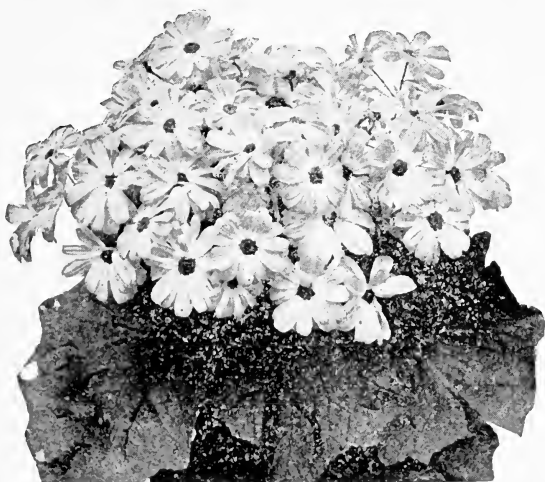


No.	Per 100	Per 1000	Per 5000
2. Bright Red .....	\$1.00	\$8.00	\$37.50
3. Pure Rose .....	1.00	8.00	37.50
4. Soft Rose, carmine eye (Improved Rose of Marienthal) .....	1.00	8.00	37.50
5. White with carmine eye.....	1.00	8.00	37.50
7. Bonfire, brilliant salmon.....	1.50	12.00	55.00
8. Salmon Scarlet, America Improved.....	1.60	14.00	65.00
9. New Salmon Rose Improved.....	1.50	12.00	55.00
10. Glory of Wandsbek or Perle of Zehlendorf, dark salmon.....	1.25	10.00	47.00
11. Rose of Zehlendorf, light salmon .....	1.25	10.00	47.00
12. Orange Beauty, orange-vermilion.....	1.65	15.00	68.00
15. Saffron Red .....	1.50	12.00	55.00
16. Saffron Red, silver edged.....	1.60	14.00	65.00
18. Mozart, deep pink.....	1.75	16.00	90.00
21. Pink Pearl, salmon-pink (new).....	1.75	16.00	90.00

Note: In ordering cyclamen seed, please do so by number and name. Please write for special quotation on larger quantity. The above prices are strictly net.

## Cineraria

**C**INERARIAS are probably the most popular of our easily grown winter pot plants. With ordinary attention to good cultural details they are as easily managed as a petunia. For a supply of plants to cover the season, seed should be sown from July to October. The latest sowing will make the nice, small plants that can have a price appeal these days. To avoid damaging their broad heavy foliage, they must be kept uniformly moist and shifted when ready for it. Don't crowd them at any time and keep close to the glass. If the foliage is lacking good color, give an occasional light top-dressing of a balanced fertilizer. We feel very sure that the following list includes all the finest developments in Cineraria.



### Giant Exhibition Mixed.

This large-flowering strain is grown for us under our supervision by a specialist. It has been developed through selecting the choicest specimens from the best available giant strains; is extra large-flowered and completely covers the color range except white. A better strain is not available at any price. **Tr. Pkt., about 1000 seeds, \$1.00;  $\frac{1}{64}$  oz., \$2.50;  $\frac{1}{32}$  oz., \$4.50.**

### Grandiflora Type—Separate Colors.

We offer the following separate colors in large-flowering or Grandiflora type. All are the best strains available in these colors:

**Crimson, Azure Blue, Dark Blue, Old Rose and Matador, deep copper-scarlet.**

**Tr. Pkt., any color, \$1.00; one pkt. of each five colors, \$4.00.**

**Hybrida Grandiflora (Semi-dwarf).** Of fairly large-flowering and rather compact growth, producing a rich assortment of colors; makes a fine medium size pot plant.

**Tr. Pkt., 50c;  $\frac{1}{16}$  oz., \$1.50.**

**Hybrida Multiflora Nana.** Of distinctly dwarf, compact growth that completely covers itself with a mass of small, showy flowers of a wide range of colors.

**Tr. Pkt., \$1.00;  $\frac{1}{32}$  oz., \$2.50.**

**Berlin Market Strain.** A few inches taller and somewhat larger-flowered than the Multiflora Nana strain, which we believe it improves. A very popular market strain with an especially brilliant assortment of colors.

**Tr. Pkt., \$1.00;  $\frac{1}{32}$  oz., \$1.75.**

**Stellata Type (Hybrida Polyantha).** Produces a tall, heavy growth, two to three feet, that completely covers itself with small star-shaped flowers. Used for cutting as well as pots.

**Tr. Pkt., 50c;  $\frac{1}{16}$  oz., \$1.00.**

**Feltham Beauty.** Not so tall as above but somewhat larger and broader petaled flowers, with a large proportion of white-centered—and this adds to its distinctive character. Mixture of colors.

**Tr. Pkt., 50c;  $\frac{1}{32}$  oz., \$2.00.**

## Primulas

**OBCONICA GRANDIFLORA.** The finest strains of this well known type come direct from their originators in Germany and to protect their germination we import this seed in hermetically sealed glass containers of  $\frac{3}{8}$  oz. each, and when this quantity is ordered we ship in their original containers. We offer the above type in the following strains:

	Tr. Pkt.	$\frac{3}{8}$ oz.	$\frac{1}{2}$ oz.
Mohnstein's Atrosanguinea. Dark blood red.....	\$1.00	\$3.00	\$5.00
Mueller's Rosea. Pure rose.....	1.00	3.00	5.00

**OBCONICA GRANDIFLORA.** We also offer the regular strains as follows:

	Tr. Pkt.	$\frac{3}{8}$ oz.
Mohnstein's Dark Red.....	\$1.00	\$1.75
Mueller's Berlin Rose.....	1.00	1.75
Fasbender's Red.....	1.00	2.00
Grandiflora Mixed.....	$\frac{1}{2}$ oz., \$1.25	.50

**PRIMULA MALACOIDES.** The various improvements in this splendid class should receive the attention of every grower of pot plants.

**Light Lilac.** Will flower in four to five months from sowing, and is a most popular shade. Tr. Pkt., 50c;  $\frac{1}{8}$  oz., \$1.00;  $\frac{1}{4}$  oz., \$1.75.

**Rosea Superba.** A trifle deeper color and larger-flowered than above. Tr. Pkt., 50c;  $\frac{1}{8}$  oz., \$1.00.

**Forbesii.** Rosy lilac and very free-flowering. Tr. Pkt., 50c;  $\frac{1}{8}$  oz., \$1.00.

**Courtland Seedling.** Bright, clear light lilac. Tr. Pkt., 75c;  $\frac{3}{8}$  oz., \$2.00.

**MALACOIDES ERIKSSONII.** In depth of color and size of individual flowers this is an attractive improvement in baby primroses. Available in several shades of which we consider "New Baby" the preferred one. Priced at \$2.00 per pkt.

### CHINESE GIANT.

**Giant Mixed Fringed.** This is a superb mixture of all the best colors. Tr. Pkt., 50c;  $\frac{3}{8}$  oz., \$1.50.

**Giant-flowered in separate colors.** Alba. Clear white. Carnea. Light rose. Emperor. Copper carmine. Separate colors at 50c per pkt.

**Chinese Single Mixed.** Tr. Pkt., 50c;  $\frac{3}{8}$  oz., \$1.00.

**CALCEOLARIA HYBRIDA.** This exceedingly small seed should be sown with care on well moistened, light, sandy material and we suggest that no attempt be made to cover it, except with shaded glass to help in maintaining uniform moisture. No retail florist can afford to do without this highly attractive plant. Watch the watering carefully, give a shift when needed and a light shade, especially when in flower.

**Grandiflora Mixed.** This is a choice mixture of marbled, spotted and variegated florets. Tr. Pkt., \$1.00;  $\frac{3}{8}$  oz., \$2.00.

**Cloth of Gold.** This is an extra choice large-flowered golden yellow strain. Tr. Pkt., \$1.00.

**Albert Kent Hybrids.** Intermediate in size, produced in large graceful clusters. Tr. Pkt., \$1.00.

**BEGONIA SEMPERFLORENS.** We keep very close check on the germination of this as well as all our flower seed. This permits us to send it out with confidence that if handled with care it will grow. If not over covered and kept uniformly moist and in a warm house the Semperflorens Begonia seed we supply you will germinate practically 100%.

	Tr. Pkt.	$\frac{3}{8}$ oz.
Christmas Cheer.....	$\frac{1}{8}$ oz., \$2.00	\$1.00
Luminosa.....		.75
Prima Donna.....		1.00
Radio.....		1.00
Albert Martin.....		.50
Gustave Knaake.....		1.00
Glory of Erfurt.....		.50
Vernon.....	$\frac{1}{8}$ oz., \$0.75	.50
White Pearl.....		.50
Mixed.....	$\frac{1}{8}$ oz., \$0.75	.25

# For Summer and Fall Sowing

**ASPARAGUS PLUMOSUS NANUS.** We offer only hand-picked, well matured seed that shows up a good percentage of germination.

Per 100 seeds, 30c; 250 seeds, 50c; 1000 seeds, \$1.25; 5000 seeds, \$5.00; 1 lb., \$10.00.

**ASPARAGUS SPRENGERI.**

Per 100 seeds, 25c; 250 seeds, 40c; 1000 seeds, \$1.00; 5000 seeds, \$4.50; 1 lb., \$8.00.

**BROWALLIA Speciosa Major.** A fine pot plant with effective bright blue flowers. 10 to 12 ins. Tr Pkt., 50c; 1/32 oz., \$1.50.

**CANDYTUFT.** The Giant Hyacinth type is produced in long hyacinth-like spikes and is available only in white. The Umbellata class is small-flowered and freely produced. Available in a range of attractive colors, the best being lavender and rose cardinal. Both classes are used for following mums or planting at any time during the winter, and outdoors in spring. We call special attention to our strain of the Giant Hyacinth type. If grown cool, spaced about 8x8 inches on a light bench, this will be found a choice crop. A planting made late in February under our conditions will hit Memorial Day.

**Giant Hyacinth-flowered.**

	Tr. Pkt.	1 oz.	1 lb.
Our select stock	.....	\$0.25	\$0.75 \$8.00
<b>Umbellata Type.</b>			
Rose Cardinal	.....	.15	.50 5.00
Carmine	.....	.15	.40 4.00
Lavender	.....	.15	.50 4.50
White	.....	.15	.40 4.00
Lilac	.....	.15	.40 4.00
Flesh Pink	.....	.15	.40 4.00
Crimson	.....	.15	.40 4.00
Mixed	.....	.15	.35 3.00

**CENTAUREA.**

There are some good cut flowers under this heading—both for outdoors and under glass.

**Cyanus.** The well known Cornflower or Bachelor's Button. We offer only the true double strain. The best color is blue, though rose-pink is a choice shade.

	Tr. Pkt.	1 oz.	4 oz.
Blue	.....	\$0.15	\$0.40 \$1.50
Rose Pink	.....	.15	.40 1.50
Carmine	.....	.15	.40 1.50
White	.....	.15	.40 1.50

**Imperialis.** Also known as Sweet Sultan. A very choice cut flower type of centaurea because of the thistle type of flower. This class is inclined to rot away easily in freshly or heavily manured soil—especially if the watering is not carefully done.

	Tr. Pkt.	1 oz.	4 oz.
Amaranth Red	.....	\$0.20	\$0.60 \$2.25
Brilliant Rose	.....	.20	.60 2.25
Deep Lavender	.....	.20	.60 2.25
Delicate Lilac	.....	.20	.60 2.25
Rose	.....	.20	.60 2.25
White	.....	.20	.60 2.25
Mixed	.....	.20	.50 2.00
Suaevolens. Yellow Sweet Sultan	.....	.15	.40 1.75
Americana. Large thistle type. Lilac	.....	.15	.50 1.75
Americana Alba	.....	.20	.60 2.00
Candidissima. Dusty Miller. Silvery gray foliage	.....	1/4 oz., 50c	.25 1.50
Gymnocarpa. Fine silvery foliage	.....	1/2 oz., 30c	.15 .50

**CHINESE FORGET-ME-NOT (Cynoglossum Amabile).** Grows 18 to 20 inches tall, with dark blue forget-me-not flowers. A hardy perennial with cut flower value and used to good advantage for garden decoration. Tr. Pkt., 25c; 1 oz., 50c.

**CLARKIA ELEGANS.** When grown under glass, clarkia must be planted in shallow poor soil. Flats are fine for this purpose. For good stemmed flowers, space them about 4x4 inches and disbud to two stems. If watered freely or grown in deep soil, the growth becomes worthless soft. Orange King and Salmon Queen are the choicest colors. We offer the following varieties: Orange King, Salmon Queen, Scarlet Queen, Queen Mary, Appleblossom, Mixed. Liberal Tr. Pkt., 25c; 1/2 oz., 50c; 1 oz., 80c.

**COLEUS.** Extra choice mixed colors. Tr. Pkt., 50c; 1/4 oz., \$1.00.

**DIANTHUS SWEET WIVELSFIELD.** Every retail grower should have this fine border plant. Can be used to good advantage for cutting, and has proved to be hardy with us. We have the originator's selected stock. Tr. Pkt., 25c; 1/4 oz., 60c; 1 oz., \$2.25.

**DIDISCUS.** Blue Lace Flower. Long-stemmed, soft lavender colored flowers. Easily grown in a carnation house temperature, providing something different and of real cut flower value. Tr. Pkt., 25c; 1 oz., \$1.00; 4 oz., \$4.50.

**DRACÆNA INDIVISA.** The narrow green-leaved kind. Popular for vases and bedding. Can be sown at any time and must have heat to germinate.

Tr. Pkt., 15c; 1 oz., 40c; 4 oz., \$1.25.

**GERBERA.** South African Daisy. In a night temperature of 55° to 60° and a deep, well drained light soil, Gerberas can be made a successful cut flower crop. Sow seed in a light, well drained material. Placing them on edge, as is sometimes recommended, we find unnecessary. It is difficult even under most favorable conditions for seed to fully develop, which accounts for the fact that 1000 seeds will usually produce around 600 plants. We find that the separate colors offered do not come at all true. 100 seeds, 60c; 1000 seeds, \$4.00.

**GREVILLEA ROBUSTA.** Fine foliage plant. Tr. Pkt., 25c; 1 oz., 80c; 1 lb., \$10.00.

## For Summer and Fall Sowing—Continued

**GYPSOPHILA ELEGANS PARIS MARKET STRAIN.** We are sure you cannot buy a better strain of this than we are offering. Indispensable and economical to combine with other flowers in any kind of cut flower. 1 oz., **15c**; 4 oz., **50c**; 1 lb., **\$1.50**; 5 lbs., **\$6.00**.

**IMPATIENS.** Well known either as a house or bedding plant. Easily and quickly grown from seed. We offer **Holstii**, soft vermilion-red and the well known **Sultani**, bright rose. Tr. Pkt., **50c**; 1/32 oz., **\$1.00**.

**LUPINES, ANNUAL. Hartwegii.** We find this a decidedly profitable cut flower specialty, and we rarely fail to receive first prize on our stock wherever shown. We sow about August 15 and grow on in 3-inch pots **outdoors**; we plant after early mums, spacing 8x8 inches. Plants must be protected while in the open against frost. The hardening received outdoors seems to make them resistant to a form of rot that lupines are susceptible to under glass. The first or central flower spike is long and choice. This is disbudded down to five or six breaks about the base, that produces a crop during April and May. We find the dark blue to be the choicest color; next comes light or sky-blue, then white. The rose has limited value. Any of the above named colors: Tr. Pkt., **15c**; 1 oz., **30c**; 1 lb., **\$3.00**. 1 lb., various colors, at lb. price.

**LUPINUS SULPHUREUS SUPERBUS.** A golden yellow form that grows about 28 inches. Tr. Pkt., **25c**; 1 oz., **80c**.

**MYOSOTIS.** (Forget-me-not). We find the variety **Blue Bird** the most attractive and valuable for greenhouse forcing. Easily grown from cuttings, but seed-grown stock seems more vigorous. Tr. Pkt., **50c**; 1/2 oz., **\$1.00**; 1 oz., **\$7.00**.

**NASTURTIUM GOLDEN GLEAM.** Golden yellow, semi-double and sweet-scented are the outstanding points in this valuable novelty of last season. New crop seed ready in September. Tr. Pkt., **25c**; 1 oz., **75c**.

### NEMESIA.

**Strumosa Suttoni.** Three best colors, orange, scarlet and rose. Tr. Pkt., **40c**; 1/4 oz., **\$1.50**.

**Nana Compacta Blue Gem Improved.** Tr. Pkt., **35c**; 1/4 oz., **80c**.

**Nana Compacta Mixed.** Tr. Pkt., **35c**; 1/4 oz., **75c**.

**POPPY EL MONTE. Nudicaule.** A deep tangerine-orange poppy of unusual size on extra long, wiry stems. We find this valuable for greenhouse growing, treated as an annual. Sow January 1 for spring flowering. Tr. Pkt., **25c**; 1/4 oz., **\$1.00**; 1 oz., **\$3.00**.

**POPPY (Shirley type for forcing).** Single annual varieties.

**American Legion.** Brilliant scarlet, single. Tr. Pkt., **25c**; 1 oz., **50c**.

**Pink Shades.** Extra select, double. Tr. Pkt., **25c**; 1 oz., **50c**.

**Salmon.** Double. Tr. Pkt., **25c**; 1 oz., **50c**.

**SALPIGLOSSIS.** Free-flowering and largely used for cutting. The choicest colors are: **Scarlet and Gold, Brown and Gold, Rose and Gold, Violet and Gold.** Each: Tr. Pkt., **25c**; 1/2 oz., **75c**; 1 oz., **\$1.25**. Mixed, all colors. Tr. Pkt., **20c**; 1/2 oz., **60c**; 1 oz., **\$1.00**.

**SCABIOSA (Annual).** Distinctly valuable and an easily grown outdoor cut flower.

	Tr. Pkt.	1 oz.
<b>Peachblossom.</b> The finest light pink.....	<b>\$0.25</b>	<b>\$0.60</b>
<b>Shasta.</b> Large, pure white .....	<b>.25</b>	<b>.60</b>
<b>Azure Fairy.</b> Rich light blue, a fine shade.....	<b>.15</b>	<b>.50</b>
<b>King of the Blacks.</b> Reddish black .....	<b>.15</b>	<b>.50</b>
<b>Cherry Red.</b> An attractive soft shade.....	<b>.15</b>	<b>.50</b>
<b>Mixed.</b> All colors .....	<b>.10</b>	<b>.40</b>

**SCHIZANTHUS.** For Christmas flowering, sow seed in September. Easily grown in a cool house for either pots or cutting. **Wisetonensis.**

	Tr. Pkt.	1/2 oz.
<b>Rose and Amber Shades.....</b>	<b>\$0.50</b>	<b>\$1.00</b>
<b>Rose and Pink Shades.....</b>	<b>.50</b>	<b>1.00</b>
<b>Brilliant Mixed (Wisetonensis) .....</b>	<b>.50</b>	<b>1.00</b>

**SMILAX.** Retail growers continue to find this well known climber valuable. Tr. Pkt., **25c**; 1 oz., **50c**; 4 oz., **\$1.75**; 1 lb., **\$6.00**.

### STATICE, ANNUAL TYPE.

**Suworowii.** Russian Statice. Also known as "Rat-tail." Long, thin spikes of pink flowers. Should be more widely known and used. Tr. Pkt., **25c**; 1 oz., **\$1.00**; 1 lb., **\$10.00**.

**Sinuata.** True blue. Will flower in three months from sowing.  
Tr. Pkt., **15c**; 1 oz., **40c**; 1 lb., **\$4.50**.

**Sinuata White.** Tr. Pkt., **15c**; 1 oz., **40c**.

**Bonduellii.** Golden yellow. Tr. Pkt., **15c**; 1 oz., **40c**; 1 lb., **\$3.00**.

**VINCA ROSEA.** Also known as Periwinkle. A fine old-fashioned bedding plant that is becoming popular. Sow in November or December and grow along in a warm house.

	Tr. Pkt.	1 oz.
<b>Rosea. Pink .....</b>	<b>\$0.20</b>	<b>\$0.80</b>
<b>Alba Oculata.</b> White with pink eye.....	<b>.20</b>	<b>.80</b>
<b>Delicata.</b> Soft pink .....	<b>.20</b>	<b>.80</b>



## Hardy Perennials

**W**ELL drained soil and frequent cultivation are the necessary foundation for success with this class of stock. Occasional replanting is also advisable with some varieties. Under our climatic conditions Shasta Daisies rarely survive the third winter and delphiniums are not dependable or as vigorous after three or four years as is year-old stock. In the more northern states where thawing and freezing is not so frequent, perennials winter more successfully.

If varieties are well chosen and cultivation is thorough, perennials will average up profitably compared with greenhouse stock. Certainly no retail grower can afford to be without a good assortment. Their value for lifting and forcing is sometimes considerable, especially with delphiniums and daisies. Without exception they should be started in a cold house, and year-old stock has more vigor and is less liable to rot out under forcing conditions than older stock.

**ACHILLEA THE PEARL.** Useful white flowers very freely produced and entirely hardy. Tr. Pkt. ¼ oz. 1 oz.  
\$0.50 \$1.00 \$3.50

**AQUILEGIA.** Graceful long-stemmed perennials of particular value to any retail grower.  
**Mrs. Scott Elliott's Hybrids.** The choicest long-spurred strain. .50 1.25 4.00  
**Dobbie's Imperial Hybrids.** A choice European strain. .50 1.50 5.00  
**Jaetschaultii.** Large yellow with red spurs. .50 1.00 3.00  
**Cærulea.** Blue. .35 2.00  
**Silver Queen.** Long-spurred silvery white. .50 1.00 3.00  
**Choice Mixed.** A good mixture of long-spurred mixed colors. .40 1.00 3.00

**BELLIS PERENNIS** (Double English Daisy). We offer only the choicest which are the **MONSTROSA** varieties in **Pink, White and Dark Rose**; double-flowering. Each .50 .75 2.00  
**Mixed** .25 .50 1.75

**CAMPANULAS.** Medium *Calycanthema* or Cup-and-Saucer varieties. This is the most popular and valuable type of campanulas.  
**Dark Blue** (Violet) .75 .40 1.25  
**Light Blue** (Lilac) .25 .40 1.25  
**Rose** .25 .40 1.25  
**White** .25 .40 1.25  
**Mixed** .20 .30 1.00

**SINGLE CAMPANULA** or Canterbury Bell. The following are the choicest colors: **Blue, Lilac, Rose, White**. .15 .50

**CAMPANULA CARPATICA.** A valuable class for rock garden work as well as for edging and groups in the garden. We offer the following: **Blue, 9 inches; White, 18 inches, and Mixed Colors.** Price each .25 .50 1.25

**COREOPSIS LANCEOLATA GRANDIFLORA.**  
**Regular single** .15 .35  
**Semi-double** .25 .35 1.00

**DAISIES.** The most valuable perennial under this heading is Shasta Daisy Alaska. The new variety "Conqueror" is distinctly longer-stemmed and somewhat larger. The "Elder" is well known as an early and smaller-flowering type. It comes quite true from seed and valuable for forcing and outdoor cutting.

Tr. Pkt. ¼ oz. 1 oz.

**Alaska.** (Shasta Daisy) 1 lb., \$15.00 \$0.25 \$0.60 \$1.00  
**Conqueror** (Improved Shasta) .25 .90 1.50  
**Elder** .25 .75 1.25

**DELPHINIUM.** Our stock of all varieties can be depended on to come true to type. We carefully test this seed regularly for germination.

Tr. Pkt. ¼ oz. 1 oz.

**Belladonna Improved** (Cliveden Beauty). A very fine selection. \$0.50 \$0.75 \$2.75  
**Belladonna.** Regular .25 .50 1.75  
**Bellamosum.** Dark blue. .50 .75 2.50  
**Gold Medal Hybrids** .25 1.00

**Hollyhock Type.** (Wrexham Strain). This is the choicest available stock among fancy delphiniums. Colors range from light to dark blue, and for size and stately growth this strain we find unexcelled. 1.00 1.50 5.00

Write for quotations on larger quantity.

**DIGITALIS** (Foxglove). **Giant Shirley Mixed.** Very large-flowered and of strong tall growth, 6 to 7 feet. .25 .75

**DORONICUM CAUCASICUM.** The new bright yellow hardy perennial. 1.00

**GAILLARDIA GRANDIFLORA.** Showy long-stemmed perennials. Profitable cut flower crop. The following are clearly the choice cut flower colors.

.50 .75 2.00

**Portola Hybrids** .25 .50 1.50  
**The Dazzler**

**GYPSOPHILA PANICULATA.**  
**Double Snow White** ½ oz., \$2.50 .50 1.25 4.00  
**Single White** .15 .60

# Flower Seed Specialties For Florists

WEST CHICAGO, ILL.

## HOLLYHOCKS.

Tr. Pkt. ¼ oz. 1 oz.

Newport Pink. Double; a rich shade of pure pink.....	\$0.25	\$0.40	\$1.25
Chater's Double Chamois .....	.25	.40	1.25
Chater's Deep Rose .....	.25	.40	1.25
Chater's Sulphur Yellow .....	.25	.40	1.25
Alameda Pink. Allegheny type light pink.....	.25	.50	1.50
Allegheny Mixed .....	.25	.....	.60

## LATHYRUS. Hardy Perennial Sweet Pea.

Pink Beauty .....	.20	.....	.60
White Pearl .....	.35	.....	1.00
Mixed .....	.15	.....	.50

## LUPINUS POLYPHYLLUS. Spring-flowering perennial form. Fairly hardy under our conditions and very effective for garden decoration. Blue; White; Rose; in separate colors .....

.25 ..... .50

Tr. Pkt. ¼ oz. 1 oz.

Harkness New Hybrids. Very choice art shade mixture of these hardy Lupines.....	\$0.25	.....	\$1.00
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## MATRICARIA. Feverfew.

Double White. While not so uniform as a good stock from cuttings, the strain we offer comes uniformly double.....	.20	.....	.50
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Golden Ball. Bright yellow flowers; compact growth.....	.25	.....	1.75
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## HARDY PRIMULA VERIS

Grandiflora. Becoming increasingly popular for rock and alpine garden use. We offer a choice mixture of the grandiflora type .....	.50	.....	6.00
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Vulgaris. Yellow English Primrose .....	.50	.....	3.00
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## PYRETHRUM. One of our most valuable hardy perennials for cutting, producing a heavy crop of highly colored long-stemmed flowers during June. The semi-double strain we offer will produce about 50% semi-double flowers and is much superior to the regular single strain.

Hybridum. Semi-double mixed .....	.50	1.25	4.50
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Hybridum. Single mixed.....	.25	.50	1.40
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## SCABIOSA. The perennial type is perfectly hardy and valuable for cutting.

Caucasica Lilac. The best for cutting .....	.50	.75	2.50
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Columbaria. Pink. Not so long-stemmed as Caucasica but choice for cutting.....	.50	.75	2.50
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Columbaria. Lavender .....	.50	.75	2.50
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## STATICE. The following are hardy perennials, valuable for cutting and easily grown.

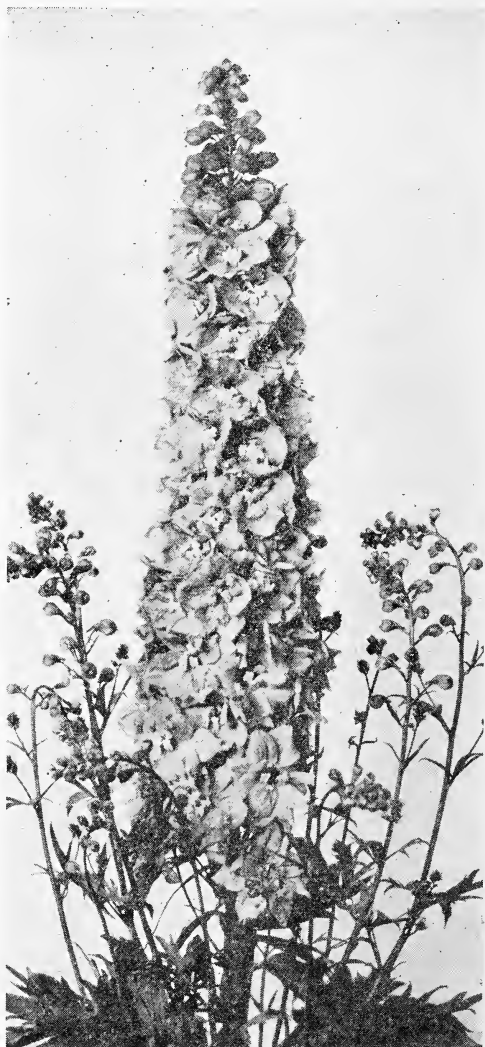
Tr. Pkt. ½ oz. 1 oz.

Caspia. Soft lilac color.....	\$0.50	\$1.50	\$2.50
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Dumosa. New. Dense cushions of silvery gray flowers. An improved form of the pink Tatarica .....	.75	4.50	8.00
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Latifolia. Large deep blue.....	.25	.75	1.25
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Perezii. Rich violet-blue.....	.25	.85	1.50
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Delphinium—Hollyhock or Wrexham Strain

## Fine Petunias

**\*Double Fringed Petunias.** We are offering this season a strain of double fringed petunias that our trial ground test of the past season shows up 25% real double fringed. It is of fairly compact growth and the singles in it are a choice mixture of large-flowering fringed. We are certain that no available strain will average higher and we confidently offer this strain. Tr. pkt., \$1.50;  $\frac{1}{4}$  oz., \$8.00.

For growers not familiar with varieties we star \* such as are particularly true to color and attractive.

**Giant-Flowered, Single.** This is the largest-flowering class of single petunias. While the California Giants are outstanding in this group, we call special attention to Princess of Wuertemberg and the German Empress.

	Tr. Pkt.	$\frac{1}{4}$ oz.	$\frac{1}{2}$ oz.	$\frac{3}{4}$ oz.	$\frac{1}{2}$ oz.
*Ramona Strain Mixed. Choice selection from Dwarf Giants of California.....	\$1.00	\$2.25	\$4.00	.....	.....
*Dwarf Giants of California. Uniformly dwarf with a high percentage of extra large flowers.....	1.00	2.00	3.00	.....	.....
Giants of California. A fine strong-growing, giant-flowered mixture.....	.50	1.00	1.75	\$2.75	\$5.00
*German Empress. A very rich light shade with finely contrasting violet-blue veined throat.....	.50	1.50	.....	.....	.....
*Princess of Wuertemberg. General effect is rich violet-rose with dark finely veined throat. Extra large and uniform.....	.50	1.25	2.00	.....	.....
Giant Copper Red. Rich dull shade of red with dark throat, ruffled edge.....	1.00	2.00	.....	.....	.....
Theodosia. Large fringed pink with light throat.....	1.00	2.00	3.75	.....	.....
Giant Ruffled Pink. Fine rose and comes very true to color.....	.50	.....	2.00	3.50	6.00
*Giant Steel Blue. Very large, extra choice blue, richly veined and fringed.....	1.00	3.00	5.00	.....	.....
*Fringed Royal Purple. Deep velvety violet; fringed and very choice.....	1.00	2.00	.....	.....	.....

**Large-Flowering, Single, Fringed.** A popular group for bedding or pot culture and deservedly so.

	Tr. Pkt.	$\frac{1}{4}$ oz.	$\frac{1}{2}$ oz.	$\frac{3}{4}$ oz.
*Pink Triumph. Fine deep rose, well fringed; comes uniformly true to type.....	\$0.75	\$2.00	\$3.50	.....
Romany Lass. Finely fringed red.....	.50	2.50	.....	.....
Fluffy Ruffles. A finely fringed mixture.....	.50	1.50	2.50	.....
*White Beauty. A well fringed large white.....	1.00	2.25	3.00	.....
Ruffled Blue and White. Plain edged, large and strong growth.....	.50	2.00	3.50	\$6.00
*Diener's Ruffled Monsters. A well named mixture (originator's seed).....	.75	3.00	5.50	10.00
Ball's Single Fringed Mixed. Produces fully 75% large beautifully fringed flowers.....	.50	.....	1.25	2.00
Fimbriata, Single, Mixed. A very choice fringed mixture.....	.25	1.50	2.50	.....

**Portland Petunias.** Of strong upright growth and fine for bedding.

	Tr. Pkt.	$\frac{1}{4}$ oz.	$\frac{1}{2}$ oz.	$\frac{3}{4}$ oz.
*Elk's Pride. Rich velvety purple, plain edged. Very valuable and comes true.....	\$0.50	\$1.25	\$2.25	.....
Pride of Portland. Rose pink fringed.....	.50	1.50	2.50	.....
*Pink Glory. Clear flaming rose-pink, partly ruffled. Fairly compact growth and fine for pot plants and bedding. Comes quite true to color.....	.75	\$1.00	1.75	3.00
Dwarf Pink Glory. Compact growth, but uneven in color and form.....	.75	1.50	2.50	.....

**Balcony Petunias.** Of semi-trailing habit, adapted to porch or window boxes.

	Tr. Pkt.	$\frac{1}{4}$ oz.	$\frac{1}{2}$ oz.	$\frac{3}{4}$ oz.
Star of California. Velvety violet crimson with white star.....	$\frac{1}{4}$ oz., \$2.25	\$0.50	.....	\$1.25
*Balcony Queen. Very attractive purple and white combination.....	.50	\$1.50	\$2.75	.....
*Violet Blue, Crimson, *Rose, White, Balcony Mixed, each.....	.25	.....	.50	.....

**Dwarf Bedding Petunias.** Heavily used for bedding, compact and free.

	Tr. Pkt.	$\frac{1}{4}$ oz.	$\frac{1}{2}$ oz.	1 oz.
*Blue Bird. Choicest violet-blue for bedding; very true.....	\$0.25	.....	\$0.75	\$2.50
Alderman. Dark violet-blue.....	.35	.....	.75	2.50
*Heavenly Blue. Very choice silvery blue.....	.50	\$1.00	1.75	.....
*Rose of Heaven. Deep rose-pink, white throat; very valuable.....	.25	.....	.60	1.75
*Rosy Morn. Rose-pink with prominent white throat.....	.50	.....	.75	2.50
Dwarf Inimitable. Violet and white striped; compact and choice.....	.25	.....	.50	1.50
*Snowball. Clear white and comes very true.....	.25	.....	.50	1.50
Carmen Sylva. Small-flowered baby blue.....	.25	.....	.60	2.00
Special "Ball Mixture." Of all the above.....	.25	.....	.50	1.50

**Single Small-Flowered.** Useful for bedding.

	Tr. Pkt.	$\frac{1}{4}$ oz.	1 oz.
Alba. Pure white.....	\$0.15	\$0.25	\$0.75
Countess of Ellesmere. Pink and white throat.....	.25	.40	1.00
General Dodds. Blood-red.....	.25	.40	1.50
*Howard's Star Improved. Purple with white star.....	.25	.60	2.00
Lord Courtenay. Rich rose.....	.25	.50	1.50
*Venosa. Light red, veined.....	.25	.40	1.00
Violacea. Deep violet.....	.25	.50	1.75
Small-flowering Mixture.....	.25	.50	1.75

**Small-Flowered. Semi-double.**

	Tr. Pkt.	$\frac{1}{4}$ oz.
Carnation-flowered, new. Bright pink (Double Rosy Morn).....	\$1.00	\$3.00
Carnation-flowered, new. Mixed colors.....	1.00	2.50

July-December, 1932

Catalog No. 21

**I**N this, the 12th year of our seed business, we feel more confident than ever in the fortunate combination of this business with our greenhouses. The strain of non-branching stocks we are offering this season is an example of this. In perfecting it we have done so with a clear picture of what is wanted, and we believe we have it. The same might be said of our work with calendula, sweet peas and asters. It should be perfectly clear that the grower who is in daily contact with crops and markets, as we are, should have some dependable information on varieties wanted. It is more necessary today than ever to avoid weak varieties—and there are plenty such. We take pleasure in being of any help to you that we can be, for we know very well that the success of our seed business must rest upon your success with our seed. So let us hear from you if we can be of any service in the management of your crops.

*Gro. J. Ball.*

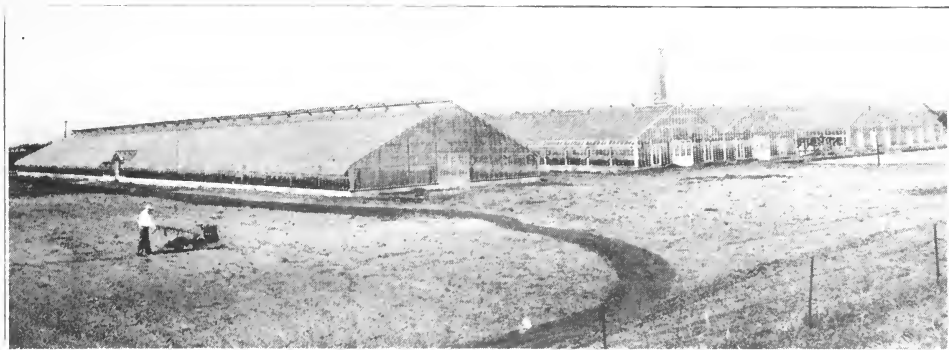
Canada, please note. Our prices are based on U. S. currency, due to added cost of postage and Canadian exchange.

## Discounts

When remittance is enclosed with order we allow a discount of 3% on orders of \$3.00 and up to \$25.00. On all orders over \$25.00, when remittance is enclosed with order, a special discount of 8% is given. After 60 days, all bills are subject to sight draft unless arrangements are made with us for extension. Special quotations are strictly net or as agreed upon.

## To avoid delay in filling your order please

observe the following: If you have had no previous dealing with us, or have no credit rating, cash must be enclosed with order unless satisfactory trade references are submitted. **Small orders** we welcome gladly and assure the same liberal and prompt attention given large ones. In return we suggest that cash be enclosed to cover the proportionately greater cost of handling. **All prices are figured to cover packing, postage and insurance.**



*Our West Chicago Greenhouse Plant*

## Service

The prosperity and growth of any industry depends solely upon the quality and attractiveness of its product. In other words our business will prosper as we increase the variety and attractiveness of our stock. Inferior or unsatisfactory flowers or plants not only hurt the grower directly but are a reflection on the business at large—which means all of us. Usually such stock is the result of lack of information or,—service. With the help of our experience as growers we try to supply this need to growers of our seed, for we believe it is a service they are entitled to. We issue circulars gratis on the following crops covering the practical cultural details: Calendula, Winter Peas, Summer Peas, Stocks, Asters, Zinnias. In addition we annually publish January 1 the

## "BALL Red Book"

This is intended to cover the latest developments in culture and varieties of florists' crops generally. Its up-to-the year information gives it unique value. We take particular interest and pride in this little book and we feel sure that thru its timely information our general policy of giving full value will be well maintained.

**"Its cost to us and to you is 20c."**

## "BETTER SWEET PEAS" By Geo. J. Ball

*Published by Florists' Publishing Co., Chicago*

A cloth bound book of 210 pages freely illustrated and covering in all details the growing of winter flowering peas under glass. Of value to both the market and retail grower. A chapter is devoted to the late or summer flowering type, showing their possibilities for profit both out doors and under glass. The various miscellaneous crops that are grown to advantage with peas are treated at length. The author's system of steam sterilizing of soil is fully described and illustrated. The concluding chapter is given to a history of sweet peas. It picks up this fascinating flower from its struggle with the middle ages, thru its brilliant transformation by English gardeners, and down to its early flowering evolution in America.

With an order for seed from this catalog totaling \$5.00 or more we shall enclose "Better Sweet Peas" for \$1.00 additional. Regular price \$1.75 postpaid.

# *The BALL* *Calendula*



**Vase of our  
Ball's Gold**

For the past 12 years we have been originating new varieties of Calendulas, Peas, Asters, Stocks, etc., and supplying seed to Florists. We take particular pride in this work and especially in what we have given the trade in these lines. In taking care of your flower seed business we do so with the advantage of equipment and experience that is of value to us—and to you.

**"May We Be Of Service?"**

*Gro. J. Ball*